



**1000 George Street, Butte, MT 59701, 406-723-3177**

## **PURPOSE**

The purpose of the Butte-Silver Bow Convention and Visitor Bureau is to increase the number of visitors to the area by promoting many of Butte's unique strengths as well as working with State and Regional partners to accomplish our goals.

Our primary objective will focus on increasing the number of high-value low-impact visitors during our shoulder season, as well as increasing the length of stay for those visitors. Obtaining more meetings/conventions in the Butte area, encouraging niche markets to tour the cultural and historic aspects of Butte, and attracting more sporting events throughout the shoulder season will be the path for accomplishing this objective.

## **MARKET SITUATION**

Currently Butte represents a diversifying economy with strong roots in mining, and has had recent success in attracting small businesses and high-tech companies to the area while showcasing itself as a model city in environmental reclamation. A growing urban trail system is providing expanding recreational amenities for residents and visitors alike. Well-established regional festivals are reviving the city's reputation as an art center with theatre performances and celebrations of Butte's unique ethnic background. Butte will also be the host city for the National Folk Festival for the next three years (2008-2010).

The Butte-Silver Bow Convention and Visitors Bureau recognizes Butte's strengths but also understand the challenges we face in educating our visitors of the significance of our rich history while capitalizing on the new opportunities in front of us.

## **STRENGTHS**

- History* Butte's history tells the story of an internationally renowned city that produced fabulous fortunes from its mining, and epic struggles for political power by the wealthy Copper Kings and labor organizations. Butte's many historic attractions such as our theatres, churches and architecture serve as a portal to that rich history. Other important pieces of Butte's past include the Berkley Pit, Trolley, Stamp Mills, Our Lady of the Rockies, and one of the largest most well-preserved National Historic Districts in the country.
- Butte's most recognizable icon, the headframe, has been made into a work of art; which can be seen in bright red LED lights every night of the year on the Butte hill.
- Location* Butte's fortunate location at the intersection of interstates I-90 and I-15 make it a frequent pass-through location for those traveling between Glacier and Yellowstone National Park.
- Diverse Arts & Culture* Our diverse arts and culture is depicted in our many museums and art centers; World Museum of Mining, Clark Chateau Mansion, Copper King Mansion, Piccadilly Museum of Transportation, and the Mai Wah Museum, Museum of Fine Art, Butte Silver-Bow Arts Center, Mother Lode Theatre, Covallite Theatre...just to name a few.
- Events* Butte is well recognized throughout the state for our festive events including St. Patrick's Day, Evel Knievel Days, An Ri Ra, Chinese New Year and for the next three years the National Folk Festival.
- Residents* Butte's true strength lies in the people that make up the town, descendants of a melting-pot of cultures, and folks whose pride in their heritage and traditions is evident even today.
- Recreation* Butte is surrounded by numerous mountain ranges and recreational opportunities. Blue Ribbon trout streams, skiing, snowmobiling, mountain biking, hiking photography, camping, cross-country skiing, and much more can be found in the area.

## CHALLENGES

<i>Stopping Traffic</i>	Butte's location provides a lot of through traffic from visitors passing between Yellowstone and Glacier. It's difficult to get those visitors to stop and explore Butte instead of just passing through.
<i>Education</i>	Butte has spent millions of dollars over the last two decades in environmental reclamation projects. It's important to continually educate our residents and visitors on the great strides the city has made on these projects.
<i>Air Service</i>	There's are few options and almost zero direct flights when traveling by air into Butte. This makes it difficult when attracting out of state visitors and/or meetings and conventions. Also, the lack of in-state air service many impact the amount of business and leisure travel.
<i>Operating Hours</i>	Encouraging attractions and retailers to expand their operating hours and services in order to better accommodate travelers, especially in shoulder seasons.
<i>Recession</i>	Talk of recession may keep visitors much closer to home, and will make them think twice on the amount of money that's spent if they do decide to take vacations.
<i>Gas Prices</i>	Rising gas price will play a role in the amount of traveling that's done during peak and shoulder seasons.

## GOALS

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Our Lady of the Rockies and museums. We also look to increase shoulder season visits by elevating the number of sporting events held in Butte.
- Continually upgrade our website by adding virtual tours, imagery, up-to-date information, trip itineraries, and links to buy tickets or make reservations.
- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Develop a targeted public relations campaign to enhance current marketing efforts.
- To increase the European market travel. Take advantage of the weak dollar.

## **SUPPORT OF STATE STRATEGIC PLAN**

The Butte-Silver Bow CVB marketing plan supports the Montana Tourism and Recreation Strategic Plan 2008-2012 through the following actions and goals outlined below.

### **1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

- "...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand."

### **1.1.c. Attend consumer travel shows**

- "...target specific high-value, low-impact markets. Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers."

### **1.1.d. Continue marketing to international travelers.**

- "Disseminate tour operator/media leads and copies of articles published to international travel publications..."

### **1.2.a Amplify targeted sales and marketing to attract groups, meetings and conferences**

- "...involved citizens, businesses, and universities to assist with group and event recruitment."

### **1.2.b. Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.**

- "Identify opportunities to use existing facilities to host sports competitions."

### **1.2.e Continue to target tour operators to bring group tours and packaged vacations to Montana.**

- "Promote Montana as an off-peak season destination for group/package education and experiential tours."

### **4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.**

- "Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services."

### **5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

- "Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets..."

## MEASURABLE OBJECTIVES

Our objectives for the 2009 plan year will consist of:

- Increase overall bed tax funds by 4%
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Attend one consumer show in Canada to attract the Canadian market to Butte.
- Increase the number of sporting events/tournaments that are held in Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 25%

## TARGET GEOGRAPHIC MARKETS

Our geographic target markets are defined by the research conducted by ITRR as well as information gathered from the Butte Visitor Center.

<i>Current Montana Residents</i>	With fuel prices people will be staying closer to home. We'll look at marketing towards other ends of the state (e.g. eastern part) to get them to come take part in the many activities in and around Butte.
<i>Former Montanan's</i>	According to the ITRR research 1 in 5 of the 83% of visitors that have visited Montana before were former Montana residents. These former Montanan's are coming to visit friends and family or possibly looking at purchasing second homes in their native state.
<i>Surrounding States</i>	47% of Montana travelers have originated from surrounding states such as Washington, Idaho, Wyoming, California, North Dakota, and Utah. This is a prime market for Butte not to mention other surrounding states such as South Dakota, Colorado, Minnesota and Oregon.
<i>Canada</i>	Canadian travelers more than likely pass through Butte on their way to Yellowstone National Park. We need to capitalize on this traffic.

## TARGET DEMOGRAPHICS

<i>Geotourist</i>	Those tourists that seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, land marks, and the well-being of its residents. One quarter of this group resides in the nearby Pacific region, and 10% are in the mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four year college education.
<i>Families/ Boomers</i>	Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and household incomes of \$60,000+.
<i>RV Travelers</i>	Americans are traveling shorter distances and on weekends with less planning. This group ranges in age from 35-54. There 7+ million U.S. households owned an RV. By 2010, that number is projected to be 8 million households. (Source: RV Industry Association)
<i>Cultural &amp; Heritage Travelers</i>	This segment consists of individuals 35+ years of age, college educated with annual household incomes of \$60,000+ who enjoy learning about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

## MARKETING STRATEGY

- Continue joint ventures with Travel Montana through the Good Housekeeping publication, and other opportunities that arise. This effort has provided over 5000 inquiries for the Butte-Silver Bow CVB.
- Support the Gold West Visitor Guide with advertisements for the Butte-Silver Bow area.
- Continue Out-of-Home advertising with new creative that supports Butte's image.
- Focus on Canadian visitors by attending a trade show in Canada.
- Create and distribute two Butte-Silver Bow CVB visitor guides. One will be a small brochure containing important information regarding Butte's many activities. A second, larger version of the guide will allow CVB members to place advertisements. These two pieces will be strategically disbursed throughout the state and the region to reach our target markets.
- Continue the process of upgrading our current website by adding virtual tours, trip itineraries, and link to reservation and booking capabilities.
- Create an e-marketing campaign to efficiently communicate with our contact database.
- Continue support of Superhost program.

**Butte- Silver Bow Convention and Visitors Bureau**  
**A Division of the Butte-Silver Bow Chamber of Commerce**  
**1000 George Street**  
**Butte, MT 59701**

<b>Marketing Support</b>	Admin (max 20%)	\$ 16,464.00	
	Opportunity (max 10%)	\$ 636.00	
	TAC Meeting	\$ 1,500.00	
	Co-Operative Marketing w/MHC (max 20%)	\$ 2,100.00	
	Joint Ventures with Tvl MT	\$ 18,750.00	
	<b>Subtotal</b>	<b>\$ 39,450.00</b>	<b>\$ 39,450.00</b>
<b>Consumer Advertising</b>	Gold West Visitor Guide	\$ 2,552.00	
	Billboards, Rent and Production	\$ 3,000.00	
	West Yellowstone Visitor Guide	\$ 800.00	
	<b>Subtotal</b>	<b>\$ 6,352.00</b>	<b>\$ 6,352.00</b>
<b>Publications</b>	Visit Butte Fulfillment Brochure	\$ 17,578.00	
	<b>Subtotal</b>	<b>\$ 17,578.00</b>	<b>\$ 17,578.00</b>
<b>Internet Services</b>			
	Upgrading	\$ 5,010.00	
	Virtual Tour	\$ 2,500.00	
	E-News Management	\$ 600.00	
		<b>\$ 8,110.00</b>	<b>\$ 8,110.00</b>
<b>Telemarketing Fulfillment</b>			
	Toll Free Number	\$ 1,000.00	
	Certified Folder	\$ 4,000.00	
	Postage Shipping	\$ 7,000.00	
	Mileage/Meals	\$ 500.00	
	<b>Subtotal</b>	<b>\$12,500.00</b>	<b>\$ 12,500.00</b>
<b>Tourism Development</b>			
	VIC Staffing	\$15,000.00	
	NTA Dues/Reg/Travel	\$ 3,500.00	
	NTA Booth co-op	\$ 300.00	
	RMI Roundup Reg/travel	\$ 1,800.00	
	Tradeshows	\$ 2,000.00	
	<b>Subtotal</b>	<b>\$22,600.00</b>	<b>\$ 22,600.00</b>
<b>TOTAL</b>			<b>\$ 106,590.00</b>
		Estimated Lodging Tax Revenue	\$ 82,321.00
		FY07 cancelled/under budget projects	\$ 16,000.00
		Rollover	\$ 256.00
		Uncommitted after audit	\$ 8013.00
<b>Total Funds Available</b>			<b>\$ 106,590.00</b>

**Organization Name**\_ Butte-Silver Bow Area Chamber of Commerce/Convention/Visitors Bureau

**Project Name** Consumer Advertising

**Application Completed by:** Sara Rowe

**Approval Requested**

☒ **Final**

☐ **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The consumer advertising pieces chosen for the FY 2008/2009 budget were selected to help the travelers perceive Butte as a “destination.” The publications, and signage chosen for the upcoming year include the following:

● **Gold West Country Visitor Guide**

- Full-Page (8”x 10 ½”), Inside Back Cover
- Full-Color

● **West Yellowstone Vacationer Planner**

- Co-Op with Lewis and Clark Caverns and Virginia City
- Full Color
- Full Page Ad

● **Billboards**

- Billboard near Garrison on I-90 and Basin on I-15
- Full-Color Vinyl Wrap

**Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall bed tax funds by 4%
- Increase unique visitors to our web site by 25%

Refer to the portions of your marketing plan, which support this project.

**TARGET GEOGRAPHIC MARKET**

*Current Montana Residents* With fuel prices people will be staying closer to home. We'll look at marketing towards other ends of the state (e.g. eastern part) to get them to come take part in the many activities in and around Butte.

*Former Montanan's*

According to the ITRR research 1 in 5 of the 83% of visitors that have visited Montana before were former Montana residents. These former Montana's are coming to visit friends and family or possibly looking at purchasing second homes in their native state.

*Surrounding States*

47% of Montana travelers have originated from surrounding states such as Washington, Idaho, Wyoming, California, North Dakota, and Utah. This is a prime market for Butte not to mention other surrounding states such as South Dakota, Colorado, Minnesota and Oregon.

*Canada* Canadian travelers more than likely pass through Butte on their way to Yellowstone National Park. We need to capitalize on this traffic.

## **TARGET DEMOGRAPHICS**

**Geotourist** Those tourists that seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, land marks, and the well-being of its residents. One quarter of this group resides in the nearby Pacific region, and 10% are in the mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four year college education.

**Cultural & Heritage Travelers** This segment consists of individuals 35+ years of age, college educated with annual household incomes of \$60,000+ who enjoy learning about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

## **How does this project support the Strategic Plan?**

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions , "...

- Penetrate new markets, and improve marketing effectiveness with a consistent message and brand."

5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

- "Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets..."

Detail pages attached    Yes (X)    No

**PROJECT BUDGET**

**PROJECT NAME:** Consumer Advertising

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
Gold West Country - Ad Production	\$ 200.00	\$ -	\$ 200.00
West Yellowstone AD Production	\$	\$ -	\$
Billboard Concept and Production	\$ 2,400.00	\$ -	\$ 2,400.00
<b>TOTAL</b>	<b>\$ 2,600.00</b>		<b>\$ 2,600.00</b>
<b>MARKETING/ADVERTISING</b>			
Gold West Country - Full Page	\$ 2,352.00	\$ -	\$ 2,352.00
West Yellowstone- Full page	\$ 800.00	\$ 1,600.00-	\$ 2,400.00
Billboard Rental	\$ 600.00	\$ -	\$ 600.00
<b>TOTAL</b>	<b>\$ 3,752.00</b>	<b>\$ 1,600.00</b>	<b>\$ 5,352.00</b>
<b>TRAVEL</b>			
Personal Car			
Commercial Transportation			
Meals			
Lodging			
Vehicle Rental			
<b>TOTAL</b>			
<b>OTHER</b>			
<b>TOTAL</b>			
<b>CVB PROJECT TOTAL</b>	<b>\$ 6,352.00</b>	<b>\$ -</b>	<b>\$ 7,952.00</b>

**Organization Name: Butte-Silver Bow CVB**

**Project Name :Publications**

**Application Completed by : Sara Rowe**

<b>Approval Requested</b>
<input checked="" type="checkbox"/> <b>Final</b>
<input type="checkbox"/> <b>Preliminary</b>

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Visit Butte Fulfillment Brochure/Visitor Guide will be mailed to all inquiries from this media plan, and the fulfillment of visitor guide requests. The Butte visitor guide will be mailed to all inquiries from this media plan. The new fulfillment piece will be smaller (fit in a #10 envelope), include a detailed map, and will be less expensive to mail than the previous Visitor Guide format, thus lowering mailing costs. There will be less advertising and more focus on Butte attractions. An advertising-financed companion piece will be developed to give to visitors once they arrive in the community to direct them to dining, shopping, and additional attractions.

Our goal continues to be to generate additional interest in Butte and the surrounding area. We need to convert more pass through travelers to overnight guests.

The publication chosen for the upcoming year include the following:

- **Visit Butte Fulfillment Brochure/Visitor Guide**
- 16 page with full map insert – folded size 4” x 9”
- Full-Color
- 15,000 copies

### **Objectives**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Increase our Event and Festival attendance throughout the year.
- Increase overall bed tax funds by 4%

**Refer to the portions of your marketing plan, which support this project.**

### **MARKETING STRATEGY**

- Continue joint ventures with Travel Montana through the Good Housekeeping publication, and other opportunities that arise. This effort has provided over 5000 inquiries for the Butte-Silver Bow CVB.
- Create and distribute two Butte-Silver Bow CVB visitor guides. One will be a small brochure containing important information regarding Butte’s many activities. A second, larger version of the guide will allow CVB members to place advertisements. These two pieces will be strategically disbursed throughout the state and the region to reach our target markets

## **TARGET AUDIENCE**

**Geotourist** Those tourists that seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, land marks, and the well-being of its residents. One quarter of this group resides in the nearby Pacific region, and 10% are in the mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four year college education.

**Families/ Boomers** Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and household incomes of \$60,000+.

How does this project support the Strategic Plan?

- 1.1.d. Continue marketing to international travelers.  
“Disseminate tour operator/media leads and copies of articles published to international travel publications...”
- 4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.  
Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.”
- 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.  
“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...”

**Detail pages attached    Yes(X)    No**

**PROJECT NAME: Publications**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
Production	\$ 4,999.00		\$4,999.00
Printing	\$ 12,579.00		\$12,579.00
<b>PROFESSIONAL SERVICES TOTAL</b>	<b>\$ 17,578.00</b>		<b>\$17,578.00</b>
<b>MARKETING/ADVERTISING</b>			
<b>MARKETING/ADVERTISING TOTAL</b>			
<b>TRAVEL</b>			
Personal Car			
Commercial Transportation			
Meals			
Lodging			
Vehicle Rental			
<b>TRAVEL TOTAL</b>			
<b>OTHER</b>			
<b>OTHER TOTAL</b>			
<b>CVB PROJECT TOTAL</b>	<b>\$ 17,578.00</b>	<b>\$ -</b>	<b>\$ 17,578.00</b>

**Organization Name:** Butte Silver Bow Convention and Visitors Bureau

**Project Name** Internet Services

**Application Completed by** Sara Rowe;

Approval Requested

  X   Final

       Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

A professional, informative, well presented Convention and Visitors Bureau web site is essential to represent the Butte Community to the traveling public. All marketing is pushing the public to get more information via the internet. Buttecvb.com was developed in 2005 but needs to be upgraded and expanded to better represent the attractions of Butte to potential visitors. Most of the Consumer Advertising and Publication pieces prominently display the web site as a vehicle for consumers to seek more information. Meeting and convention planners will also have a consolidated internet location to obtain information on meeting facilities in Butte Silver Bow County.

● **Web Site Upgrade**

Upgrade web site to include more user friendly features, a 'readable' online Visitor Guide, better management tools to allow updating by CVB staff, downloadable audio tours, increased local attraction information.

● **Virtual Tours**

Incorporate Virtual Tours of Butte's main attractions.

● **E-News Management**

Build and use an email database to inform subscribers of upcoming Butte events.

Objectives: Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase the number of sporting events/tournaments that are held in Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who attend Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 25%

**Refer to the portions of your marketing plan, which support this project.**

**Butte-Silver Bow CVB • FY 08–09 Marketing Plan • Page 14**

## MARKETING STRATEGIES

- Continue the process of upgrading our current website by adding virtual tours, trip itineraries, and links to reservation and booking capabilities.
- Create an e-marketing campaign to efficiently communicate with our contact database.

## TARGET DEMOGRAPHIC

**Geotourist** Those tourists that seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, land marks, and the well-being of its residents. One quarter of this group resides in the nearby Pacific region, and 10% are in the mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four year college education.

How does this project support the Strategic Plan?

- 1.1.d. Continue marketing to international travelers.
  - “Disseminate tour operator/media leads and copies of articles published to international travel publications...”
- 1.2.a Amplify targeted sales and marketing to attract groups, meetings and conferences
  - “...involved citizens, businesses, and universities to assist with group and event recruitment.”
- 1.2.e Continue to target tour operators to bring group tours and packaged vacations to Montana.
  - “Promote Montana as an off-peak season destination for group/package education and experiential tours.”
- 4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.
  - “Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services

Detail pages attached Yes (X)

## **PROJECT BUDGET**

**PROJECT NAME:** Internet Services

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
Virtual Tour production and hosting	\$ 2,500.00		\$2,500.00
Web site upgrade and production	\$ 5,010.00		\$5,010.00
<b>PROFESSIONAL SERVICES TOTAL</b>	<b>\$ 7,510.00</b>		<b>\$7,510.00</b>
<b>MARKETING/ADVERTISING</b>			
<b>MARKETING/ADVERTISING TOTAL</b>			
<b>TRAVEL</b>			
Personal Car			
Commercial Transportation			
Meals			
Lodging			
Vehicle Rental			
<b>TRAVEL TOTAL</b>			
<b>OTHER</b>			
E-News and Database Mgmt Service Fee	\$ 600.00		\$600.00
<b>OTHER TOTAL</b>	<b>\$ 600.00</b>		<b>\$600.00</b>
<b>CVB PROJECT TOTAL</b>	<b>\$ 8,110.00</b>	<b>\$ -</b>	<b>\$ 8,110.00</b>

**Organization Name Butte Silver-Bow Convention and Visitors Bureau**

**Project Name\_ Telemarketing and Fulfillment**

**Application Completed by\_: Sara Rowe**

**Approval Requested**

☒ **Final**

☐ **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The methods used include the Certified Folder Display Company to distribute the Butte Visitor Guide in their 100 Hot Spot Display Program. We are currently hoping to use Certified to concentrate distribution in new markets including Canada.

We continue the use of the U.S. Postal Service and United Parcel Service, which are used primarily for the distribution of inquiries derived from the toll free number, e-mail and written requests. Many consumer ads include information requests options, which allow the Butte CVB to send follow-up material to potential visitors.

The mileage for distribution is used to distribute all collateral used by the BSB Area Chamber of Commerce and Convention/Visitors Bureau in an area covering approximately 360 square miles.

In today's world of marketing, a toll free number is an invaluable asset to help assist and attract new visitors to our area.

#### **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall bed tax funds by 4%
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...

Refer to the portions of your marketing plan, which support this project.

- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Develop a targeted public relations campaign to enhance current marketing efforts.

#### **Marketing Strategies:**

- Continue joint ventures with Travel Montana through the Good House Keeping publication, and other opportunities that arise. This effort has provided over 5000 inquiries for the Butte-Silver Bow CVB.

- Create and distribute two Butte-Silver Bow CVB visitor guides. One will be a small brochure containing important information regarding Butte's many activities. A second, larger version of the guide will allow CVB members to place advertisements. These two pieces will be strategically disbursed throughout the state and the region to reach our target markets.

**How does this project support the Strategic Plan?**

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions
  - Penetrate new markets, and improve marketing effectiveness with a consistent message and brand."
- 1.1.d. Continue marketing to international travelers.
  - "Disseminate tour operator/media leads and copies of articles published to international travel publications..."
- 1.2.e Continue to target tour operators to bring group tours and packaged vacations to Montana.
  - "Promote Montana as an off-peak season destination for group/package education and experiential tours."

**Detail pages attached    Yes (X)    No**

**PROJECT BUDGET**

**PROJECT NAME:** Telemarketing/Fulfillment

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
<b>PROFESSIONAL SERVICES TOTAL</b>			
<b>MARKETING/ADVERTISING</b>			
Toll Free Number	\$ 1,000.00		\$1,000.00
Certified Folder	\$ 4,000.00		\$4,000.00
Postage/Shipping	\$ 7,000.00		\$7,000.00
<b>MARKETING/ADVERTISING TOTAL</b>	\$ 12,000.00		\$12,000.00
<b>TRAVEL</b>			
Personal Car	\$ 440.00		\$440.00
Commercial Transportation			
Meals	\$ 60.00		\$60.00
Lodging			
Vehicle Rental			
<b>TRAVEL TOTAL</b>	\$ 500.00		\$500.00
<b>OTHER</b>			
<b>OTHER TOTAL</b>			
<b>CVB PROJECT TOTAL</b>	\$ 12,500.00		\$12,500.00

**Organization Name: \_Butte - Silver Bow CVB**

**Project Name: Tourism Development /Rocky Mountain International**

**Application Completed by: Sara Rowe**

<b>Approval Requested</b>
<b><u>  X  </u> Final</b>
<b><u>      </u> Preliminary</b>

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The State of Montana has been marketing to international visitors for over fifteen years. Travel Montana along with Montana tourism suppliers, market to Europe as a region. Rocky Mountain International, a company located in WY, coordinates marketing efforts in numerous of the major European markets. Tour operators, travel agents and media are targeted to promote the region as a desired long haul vacation destination for FIT, fly-drive and group travel.

Now in its 15th year, the RMI Round-Up brings together buyers from target European markets with sellers from the four states of MT, WY, SD and ID. Two marketplaces are held and suppliers sign up to meet with tour operators to exchange information and to book business.

Butte hosted the 2006 RMI Round-Up, which gave the community and local suppliers an incredible opportunity to familiarize 45 European tour operators with our attractions, history and facilities. We feel it is imperative to continue building awareness and fostering relationships with International tour operators through RMI, in order to promote and sell Butte as a destination or overnight stop.

#### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall bed tax funds by 4%
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.

Refer to the portions of your marketing plan, which support this project.

#### MARKETING STRATEGY

- Market to the European market to take advantage of the weak dollar.

## GOAL

- Continually upgrade our website by adding virtual tours, imagery, up-to-date information, trip itineraries, and links to buy tickets or make reservations.

## TARGET AUDIENCE

*Cultural & Heritage* This segment consists of individuals 35+ years of age, college educated with annual household incomes of \$60,000+ who enjoy learning *Travelers* about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

How does this project support the Strategic Plan?

### **Strategic Goals**

1.1.d. Continue marketing to international travelers.

- “Disseminate tour operator/media leads and copies of articles published to international travel publications...”

1.2.e Continue to target tour operators to bring group tours and packaged vacations to Montana.

- “Promote Montana as an off-peak season destination for group/package education and experiential tours.”

5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

- “Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...”

**Detail pages attached    Yes    (X) No**

## PROJECT BUDGET

**PROJECT NAME:** Tourism Development/2007 – 2008 RMI

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES			
PROFESSIONAL SERVICES TOTAL			
MARKETING/ADVERTISING			
Registration	\$ 500.00		\$500.00
Travel	\$ 700.00		\$700.00
Accomodations	\$ 250.00		\$250.00
Food	\$ 150.00		\$150.00
Miscellaneous	\$ 200.00		\$200.00
MARKETING/ADVERTISING TOTAL	\$ 1800.00		\$1800.00
CVB PROJECT TOTAL	\$ 1,800.00		\$1,800.00

**Organization Name\_** Butte-Silver Bow Convention/Visitors Bureau

**Project Name:** Tourism Development / National Tour Assn

**Application Completed by :** Sara Rowe

**Approval Requested**

  X   Final

       Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Butte Chamber of Commerce / Convention and Visitors' Bureau has belonged to the National Tour Association since 2001. Maintaining our membership gives us the recognition of belonging to a highly respected organization, and thus gives us more credibility in the eyes of tour operators. It also gives us access to NTA Online, a highly useful research tool by which we can research leads in our efforts to grow motorcoach visits to Butte

We've also chosen to maintain our sponsorship of the Montana Booth, hosted by our state NTA reps, at which the Motorcoach operators get an opportunity to mine for sapphires. The entire convention attendance gets a sample of great Montana beef jerky.

Finally, recognizing the importance of meeting face-to-face with the operators, we will send our CVB Director to the Annual Convention again this year, where he or she will actively promote Butte as a great Montana motorcoach destination.

### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Develop 2-3 packages/adventure passes for niche market visitors who attend Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase overall bed tax funds by 4%
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.

Refer to the portions of your marketing plan, which support this project.

### GOALS

- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Our Lady of the Rockies and museums. We also look to increase shoulder season visits by elevating the number of sporting events held in Butte.

- Continually upgrade our website by adding virtual tours, imagery, up-to-date information, trip itineraries, and links to buy tickets or make reservations.
- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

#### MARKETING STRATEGY

- Continue the process of upgrading our current website by adding virtual tours, trip itineraries, and link to reservation and booking capabilities.
- Create an e-marketing campaign to efficiently communicate with our contact database.

#### MARKET DEMOGRAPHIC

**Cultural & Heritage** This segment consists of individuals 35+ years of age, college educated with annual household incomes of \$60,000+ who enjoy learning *Travelers* about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

How does this project support the Strategic Plan?

##### 1.1.c. Attend consumer travel shows

- "...target specific high-value, low-impact markets. Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers."

##### 1.2.e Continue to target tour operators to bring group tours and packaged vacations to Montana.

- "Promote Montana as an off-peak season destination for group/package education and experiential tours."

##### 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

- "Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets..."

**Detail pages attached**    Yes (X)    No

## **PROJECT BUDGET**

**PROJECT NAME:** Tourism Development/ National Tour Association

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
<b>PROFESSIONAL SERVICES TOTAL</b>			
<b>MARKETING/ADVERTISING</b>			
NTA Annual dues	\$ 625.00		\$625.00
NTA Registration	\$ 1,090.00		\$1090.00
NTA Montana Booth	\$ 300.00		\$300.00
<b>MARKETING/ADVERTISING TOTAL</b>	\$ 2,015.00		\$2,015.00
<b>TRAVEL/ Expenses</b>			
NTA Travel	\$ 650.00		\$ 650.00
NTA accomodations	\$ 700.00		\$ 700.00
<b>NTA food</b>	\$ 216.00		\$ 216.00
<b>TRAVEL/Expenses TOTAL</b>	\$ 1,566.00		\$ 1566.00
<b>Miscellaneous/shipping/cab ect</b>	\$ 219.00		\$ 219.00
<b>OTHER TOTAL</b>	\$ 219.00		\$ 219.00
<b>CVB PROJECT TOTAL</b>	\$ 3,800.00		\$ 3,800.00

**Organization Name\_:** Butte-Silver Bow Convention/Visitors Bureau

**Project Name\_** Tourism Development / Tradeshow

**Application Completed by\_** Sara Rowe

**Approval Requested**

       **Final**

  **X**   **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Travel Montana has a Meeting and Convention Trade Show Assistance Program for FY 2008. The program will assist Montana-based companies in exploring new domestic markets by encouraging first-time exhibition at business-to-business meeting and convention trade shows outside of the state.

The Montana Department of Commerce / Travel Montana, will provide funding for the program as part of its annual operating budget utilizing Accommodations Tax revenue. Assistance will come in the form of 50% reimbursement of qualified and approved expenses for trade show exhibition.

Having never explored new markets through tradeshow, this is something we are very eager to explore especially the Canadian market, and will likely try to do in conjunction with some of our area tourism partners

**Objectives:**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Increase overall bed tax funds by 4%
- Attend one consumer show in Canada to attract the Canadian market to Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.

Refer to the portions of your marketing plan, which support this project.

**GOALS**

- Work with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other areas.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Our Lady of the Rockies and museums. We also look to increase shoulder season visits by elevating the number of sporting events held in Butte.

## Market Strategy

- Create and distribute two Butte-Silver Bow CVB visitor guides. One will be a small brochure containing important information regarding Butte's many activities. A second, larger version of the guide will allow CVB members to place advertisements. These two pieces will be strategically disbursed throughout the state and the region to reach our target markets.

## TARGET AUDIENCE

*Canada* Canadian travelers more than likely pass through Butte on their way to Yellowstone National Park. We need to capitalize on this traffic.

How does this project support the Strategic Plan?

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions

- "...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand."

1.1.c. Attend consumer travel shows

- "...target specific high-value, low-impact markets. Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers."

### Detail pages attached Yes (X) No REGION/CVB PROJECT BUDGET PROJECT NAME

	State Tourism Funds		Other Funds		Total
<b>Trade Shows Plan:</b>					
Trade Show	\$2000.00	+	\$0	=	\$2000.00
<b>TOTAL</b>	\$2000.00		\$0		\$2000.00
<b>REGION/CVB PROJECT TOTAL</b>	\$2000.00	+	\$0		\$2000.00

**Organization Name :Butte Silver Bow CVB**

**Project Name : Tourism Development/ Visitor Information Staffing**

**Application Completed by: Sara Rowe**

**Approval Requested**

  X   Final

       Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The BSB Area Chamber of Commerce and Convention & Visitors Bureau also serves as the visitor information center. Beginning Memorial Day weekend through September the Chamber/CVB expands its hours to better serve our visitors, going from a prototypical 8-hour day to a service driven 12-hour day. Summer employees are hired to cover the expanded hours from June-August, and in September, are kept on as additional weekend help.

- Visitor numbers recorded for FY 2006/2007 – **20,280**

#### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.

Refer to the portions of your marketing plan, which support this project.

#### MARKET STRATEGY

- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Continue support of Superhost program.

#### TARGET DEMOGRAPHICS

**All targeted demographics will benefit from the staff at the Visitors center.**  
How does this project support the Strategic Plan?

## **Strategic Goals**

4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.

- “Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.”

5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

- “Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...”

### **REGION/CVB PROJECT BUDGET PROJECT NAME Visitor center**

	State Tourism Funds		Other Funds		Total
<b>Infrastructure:</b>					
Butte Visitor center	\$15,000.00	+	\$10,000.00	=	25,000.00
			Butte Chamber		
<b>TOTAL</b>	15,000.00		\$10,000.00		25,000.00
<b>/CVB PROJECT TOTAL</b>	\$15,000.00	+	<b>\$10,000.00</b>		<b>\$25,000.00</b>